



# LOG

Published by Sprague Specialties Company.

VOL. I

JULY, 1939

NO. 10

## SPRAGUE PRODUCTS AND RETAIL SALES



Sprague Condenser counter display in a typical RETAIL STORE



On July 1, 1933, Harry Kalker organized the Sprague Products Company to handle the consumer sales section of our business; one which today accounts for an important share of our total production. The best way to get a quick picture of how the Sprague Products Company operates is to sit down in Harry Kalker's office and ask him a few of the right questions. So here goes!

*Question: Who are the Chief Customers for Sprague Products?*

Mr. Kalker: The biggest buyers from the Sprague Products Company are radio parts jobbers who in turn service electrical dealers; radio dealers and service men. Today, Sprague Products has several hundred wholesalers who service 40,000 dealer and service customers. The large service stores sell to radio amateurs, electrical experimenters and other miscellaneous persons working in the electrical field. The chief use of the Sprague condenser in the retail field, however, is in the repair and re-outfitting of radio sets.

*Question: How do you sell to these wholesalers, jobbers, radio service men and others?*

Mr. Kalker: Naturally, we use a lot of methods. Sprague sales representatives cover the country and contact all our customers regularly.

*Question: But the big thing is to help them sell, isn't it?*

Mr. Kalker: Right, and we do this in practically every way known to modern business.

THE SPRAGUE CATALOG is one of our most important sales tools. Beginning as a four page sheet, it is now

a dignified sixteen page publication, profusely illustrated and containing descriptions of hundreds of types of replacement condensers.

CONTINUOUS ADVERTISING in a variety of radio and electrical trade publications keeps the Sprague name and Sprague quality story constantly in the minds of our customers.

Flyers, return post cards, self-mailing order blanks and a great variety of leaflets and booklets describing special models keep sales humming.

We help the jobbers to sell. This is done by stunt post-cards and other literature.

Sprague has available for its customers attractive flashing DISPLAYS.

Sprague condensers are PACKAGED in attractive colored boxes and are themselves wrapped in an attractive way so that the radio owner can readily see where the service man has put in a new condenser.

*Question: Who are some of these radio service men and dealers of the type you speak of?*

Mr. Kalker: Well, — take North Adams for an example. The General Electric store, — Noel's; independent service men like Leonard Lavendohl, Richard Tyler and George Hamer; Bienenke & Woods store in Adams; Gilbert Schoelzel and Lawrence Seasons in North Adams are sample retail outlets where you will find Sprague condensers. Examples of our big distributors are the Pittsfield Radio Company and T. F. Cushing Company of Springfield who cover the North Adams territory.

(Continued on Page 2)



Sprague Condenser display in a WHOLESALE'S window

## SPRAGUE PRODUCTS' CATALOGS

. . . . the old and the new



Making a catalog of the size we now use is a man's size job in itself. Dealing with hundreds of illustrations and thousands of specifications and prices nearly splits a head or two! Proof-reading;—careful, minute checking of this and that makes the brain whirl, too. Our latest catalog is in the upper left corner. The 1938 edition is not shown, as its cover was practically the same as 1937's. 1933 brought forth the first Sprague Products catalog.

(Continued from Page 1)

*Question: What do people around North Adams, who know about Sprague, think of Sprague products?*

Mr. Kalker: That's easy! One hundred percent of all the condensers for sale in Adams, North Adams and Williamstown are Sprague products.

*Question: Do you sell anything besides condensers?*

Mr. Kalker: Yes, of course. We are introducing a line of power wire wound resistors and radio interference testing equipment,—extremely valuable material to the efficient radio man.

*Question: Here's a tough one! Why do people buy Sprague condensers instead of other kinds of condensers, anyway?*

Mr. Kalker: Instead of being tough, that's the easiest question you have asked me so far. There are five main reasons why people buy Sprague condensers:

1. **QUALITY:** This is shown by innumerable tests and by the very significant fact that Sprague condensers are used in practically all the leading radio sets. Sprague condensers are also used as standard by leading automobile, refrigerator and electrical equipment manufacturers.
2. **THE SIZE OF THE SPRAGUE ORGANIZATION.** Our wonderful facilities for making condensers; our active research staff and resources that enable us to command the finest raw materials; guarantee that Sprague customers will receive the *right* product and will be able to get it when they want it.
3. **OUR BIG ENGINEERING DEPARTMENT.** Sprague is at the head of the parade in bringing forth latest improvements and developments,—leading both to better quality and lower prices.
4. **CONTINUAL CHECKING AND TESTING THROUGH THE LINE.** The man who buys the condenser must be sure that it is right. All Sprague condensers pass the most thorough tests we can devise *before* they are shipped from the factory.
5. **WE HELP OUR CUSTOMERS SELL SPRAGUE PRODUCTS.** Our promotion pieces; widespread advertising and sales-helms, mean profits for the men who handle Sprague products.

*Question: When is the big season for condensers?*

Mr. Kalker: The big season runs from July to January.

*Question: And how's business?*

Mr. Kalker: I have just returned from the Annual Chicago Radio Show in the Stevens Hotel of that city. While we hear a lot of depressing talk, the fact remains that the man who is out plugging for sales will get them. Another factor working in our favor in the retail end of the business is that when people are not buying new radio sets, they are more likely to require repairs on their old ones. This means business for our customers, the radio service men.

## THE "EARLIEST" ORDER WE EVER SIGNED UP

Part of being a good salesman is the art of telling stories, tall and otherwise. A true story from Harry Kalker concerns the "earliest order" we ever received.

The sale took place in Harrisburg, Pennsylvania. Kalker had called on Ralph Peffer of the Radio Distributing Co., that city, arriving in the store at 4 p.m. Peffer was out installing a large public address system at the time, so Kalker and his agent made the rounds checking the store and Peffer's stock. This being done they waited while the hands of ye clock moved around to 11 p.m.! Mrs. Peffer, who had come to the store to meet her husband at 5, showed the true patience of a radio man's wife by waiting with them. Peffer then arrived and, despite "the eleventh hour," took the time and trouble to write up a good sized order for Sprague products. The moral being that "he who waits in the right places gets orders."



## LITERATURE TO HELP DEALERS' SALES . . . AND OURS!

### SECRETS OF SPRAGUE ADVERTISING

On this page we reproduce several current Sprague advertisements of the type that appear in radio, electrical and jobber trade magazines. Our sales message as reproduced in our advertising is something of which we are proud.

Here are some sample headlines on recent advertisements:

"*Sprague Atoms — Fastest Selling Midgets on the Market Today — No Other Midget Brings You So Many Features*". Advertisements with this headline stress low cost, small size, high voltage surges, low leakage and low power factor. The ad also tells of the handy kits and packages in which these condensers are sold.

"*Real Dependability PLUS a Real Profit*".

"*First with Round Xmitting Types — First with Spracol — the 'Safety' Oil — Now First with 'Lifeguard' Terminal Protection*".

"*Economical Condensers for Those Economical Jobs*" is appealing to the radio service man who knows that many jobs must be done at minimum cost.

Our sales leaflets and flyers tell of various technical advances. "*The Biggest Improvement in Wire-Wound Resistors in Twenty Years*". This leaflet tells of the development of a new type of insulated wire as revolutionary as dry electrolytics were to paper condensers. "*Save a Dollar — Get This Handy Kit of Sprague Tubulars*", is the title of a promotion piece with a return post card attached.

More detailed folders describe our interference analyzers and capacity indicators.

Just the way a manufacturer of baking flour distributes free cook books, Sprague distributes various manuals and leaflets giving helpful information to dealers and condenser users on the item of interference and other allied topics. These serve as advertising for Sprague and also tend to increase the intelligent use of condensers.

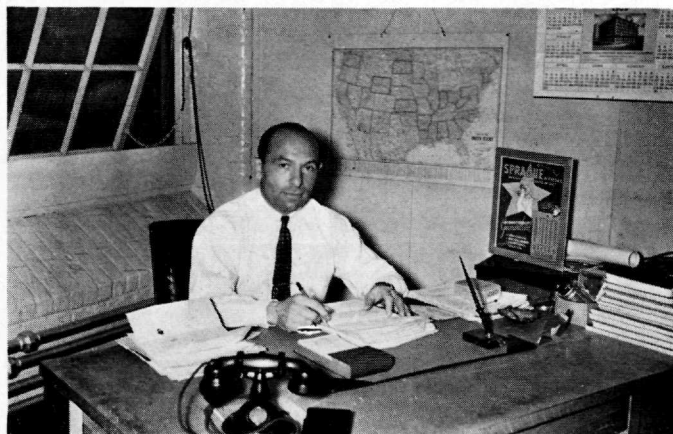
## SPRAGUE PRODUCTS ARE NATIONALLY ADVERTISED IN TRADE PAPERS

## ABOUT THE MAN WHO HEADS UP RETAIL SALES

The visitor who talks to Harry Kalker, sales manager for Sprague Products Co., is impressed by several different characteristics. As Kalker begins to talk, the powerful impression begins to penetrate that he knows more about merchandising and selling Sprague Products than could be told in several interviews. *Window displays, advertising, special methods of selling big customers, radio shows, direct mail and personal contacts* become all simply a part of a larger scheme which is the constant sales campaign to distribute Sprague Products to the widest possible market.

Like every good salesman, Kalker has a personality that inspires confidence. **IT'S IMPORTANT TO REMEMBER** that Kalker sells to people who **ALSO MUST SELL** so that a very large share of his thinking and talking must be directed to **HELPING AND INSPIRING OTHERS TO SELL SPRAGUE PRODUCTS**. Hence the constant stream of anecdotes about Sprague selling methods and Sprague sales helps.

Harry Kalker was born in Boston in June 1902, went to public schools and graduated from the Massachusetts Institute of Technology in 1923. Up to 1930 he was a sales representative in New York City selling Sprague Specialties and several other lines at the same time. In 1930 he took the job of sales manager for the International Resistance Company. Three years later he left this company to form the Sprague Products Company and has been in North Adams ever since. Like the star baseball player who makes every catch seem easy Kalker writes of himself "Never sold dime's worth on entry into radio business and never sold dime's worth since — makes the line he's handling seem so good and so necessary and interesting to the customers that they insist on buying."



**HARRY KALKER**  
Sales Manager  
Sprague Products Co.



## LET'S TAKE A GOOD LOOK AT ONE OF OUR RETAILER CUSTOMERS

This is the fine store and organization of Dow Radio Supply Company, Pasadena, California. As these scenes amply demonstrate, a retail store of today must maintain top-notch service and a well-rounded personnel. Stocks of merchandise must be up-to-date and ample to serve Mr. and Mrs. Consumer on the spot.

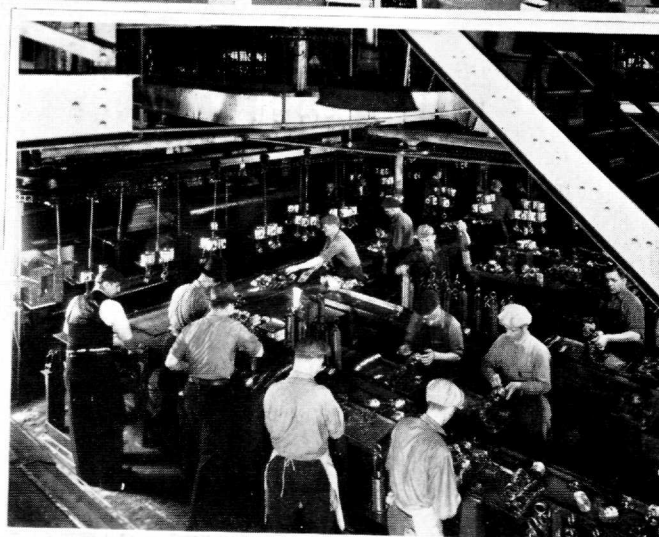


# THESE MANUFACTURERS ARE OUR CUSTOMERS TOO. Let's see what they look like. Many of their dealers and wholesalers are also ours.

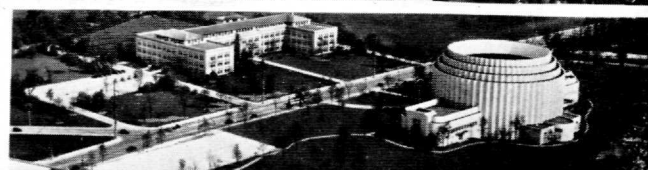
Other issues of the "Log" containing scenes of Sprague customers were October, 1938; February, 1939; April, 1939. More to follow.



*Good Business  
for them  
means  
"ditto" for  
us and for  
North Adams*

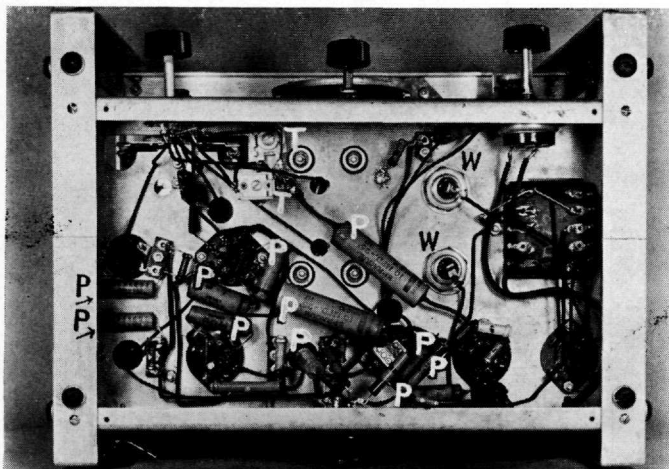


THE ROUGE PLANT, FORD MOTOR CO., DEARBORN, MICH. - "Greatest Industrial Development in the World"



FORD ROTUNDA, right, for visitors. ADMINISTRATION BLDG., center, rear. Also at Dearborn, Mich.

From left to right, starting at top: A scene in the Westinghouse plant; an R. C. A. plant operation; three views inside the Zenith Radio Corp.; a Leland electric motor being tested; inside a portion of Ford plant; two airplane views of Ford Motor Co.

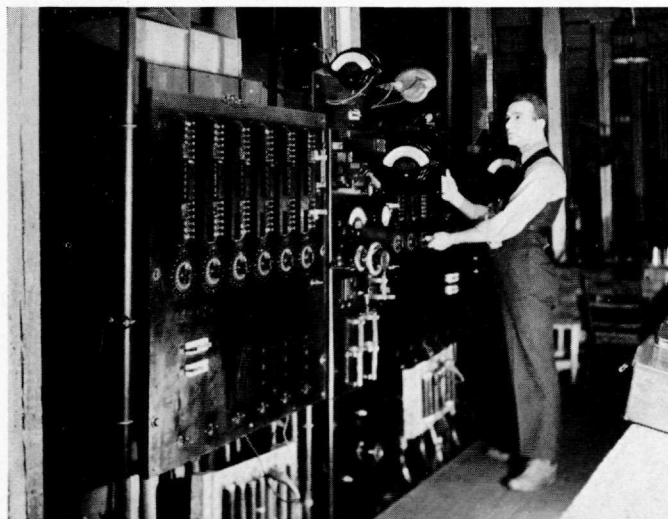


### WHAT SPRAGUE CUSTOMERS DO WITH OUR PRODUCTS

Here is an interesting view of a radio receiver showing installation of Sprague condensers (showing under side of chassis.) The letters "W" indicate wet electrolytics (terminal ends only.) "P" shows you where paper condensers are located. "T"—the Trimmer or Mica condensers.



THOSE CONDENSERS MUST BE RIGHT! Frank Gregalis is one of the many Spraguers whose work is to see to it that our products pass rigid inspection standards. Here he is at the Wet Electrolytic Condenser Test Rack.



FRANK SPILA at test board for wet electrolytic condensers connected to wet test track.

### THE SUCCESSFUL SALESMAN

Not long ago a group of Boston sales executives sat down and voted on the "Ten Most Important Qualities" for a successful salesman. The results, listed below, are doubly interesting because of the close relationship between what makes a successful salesman and what makes a successful man or woman in the factory. Here are the ten characteristics voted "tops":

Initiative	Good Health
Enthusiasm	Loyalty
Personality	Imagination
Tact	Self-Confidence
	Truthfulness

And those are pretty nearly the ten top qualities for successful living in any walk of life!

### TRIPS

Mr. and Mrs. Andrew Girgenti visited the Boston Beaches over the week-end of June 10.

Mr. and Mrs. Dominick Scerbo recently visited Jersey City, N. J.

Mr. and Mrs. Wendell Smith spent the week-end of June 24th in Laconia, N. H., where they joined over 2,000 other Motorcycle Club members at the 23rd annual gypsy tour. Both Mr. and Mrs. Smith are members of the American Motorcycle Association.

Pauline Morrissey of the office spent the week-end of July 1st in New York. While there she visited the World's Fair.

Mr. and Mrs. James Cooper spent the holidays in Providence, R. I.

Margaret McCann and Lillian Filiault spent the Fourth in New Bedford, Mass.

Marion Caron spent the week-end of July 1 in Lynn, Mass.

Ray Faucett, Adolf Kaczowski and Frank Morandi, of the Can Shop — spent the Fourth at the Boston Beaches.

Mary Cerinara — Paper Rolling — spent the Fourth in Canada.

Mr. and Mrs. Phil Peltier (Elizabeth) and Florence visited the World's Fair over the week-end of the Fourth.

Lena Lanoue and family visited the Fair over the Fourth.

Alfred and Sophie Pellerin spent the week-end in Canada over the Fourth.

Mr. and Mrs. Larry Brothers visited in Gardner the Fourth.

William Bolduc recently visited Washington, D. C. and N. Y.

Frances Crosier " " her camp in Heartwellville

Mary Bartlett " " Windsor Pond, Plainfield, Mass.

Daisy Major " " Old Orchard, Maine

Jack Fleury " " Hampton Beach

William Mendell " " New York and World's Fair

Agnes LeCuyer,

Janet LeCuyer and

Sylvia Kirby " " New York

Catherine Ferrara " " Springfield

Florence LeCuyer " " Canada

Leon Richards " " Lake Champlain

Helen Scarfone " " Hampton Beach

Emma Busby " " South Carolina

Doris Duxbury " " Canada

Evelyn Sacco " " Albany, N. Y.

Lena Solari " " World's Fair

Peter Mancuso " " Old Orchard, Maine

Agnes Fic " " New Jersey and World's Fair

Robert Dame " " Springfield

Rose Giacco and

Lena Scarfone " " Hampton Beach, N. H.

Others who have recently enjoyed their vacations are:

Rosetta King, Harry Cassidy, Charles McCann, Schuyler Dean, Timothy Breen, Mials Robson, Robert Dame, Ralph Drobiak, Anne St. Laurent, Pauline Foy, John Shields, Marion Scott, Marion Boucher, Helen Boucher, Jack Waska, Maude Waska, Marion Wolfe, Alma Kent, Stacia Sikorski, Charles Desrosiers, Frank Manns, Sylvio Gamara, Ida Grenier, Clinton Sweeney, Phyllis Fleury, Norman Benoit, Beatrice Martin, Eleanor Carpenter, Roland Bartlett, Charles Veazie, Edna Jones, Frank Bernardo, Rita DeMarco, Dorsey King, Margaret Roberts, Anna Sweeney, Stanley Ziaja, Jennie Chalifoux, Earl Langner, Fred King, Doris Contois, Ellsworth Griffin, Anna Barbuto, Busby Williams, William Pellerin, Laura Rivard, Alvina Arbour, Mary Girgenti, Angela Abuisi, Joseph DeGrenier, Harvey DeGrenier, Beatrice O'Brien, Stafford Lewis, William Brundige, Vernon King, Norman Chenail, Maurice Lemieux, Clifford Roy, Lawrence Bishop, Clayton Collins, Albert Messina, Rita Thomas, Anna Deeb, Earl Strange, Anthony Szetela, Dora Uyrus, Flora Haumuller, Sarah Alcombright, William Davis, Marie Scarbo, Crawford Bellows, Paul Bergeron, Margaret Lamberti, Nelson Lesure, John Mahoney, Corinne Beaudin, Rena Roy, Albert Hamer, James Martin, Richard Mazinski.



## MESSAGE Personals

As we go to press, we learn that Harry Cassidy, Jr., spent his vacation bass fishing in Ludlow, Mass. Chas. McCann was with his family at Pine Hill Camp, Forge Village. Schuyler Dean, to Hartford and World's Fair. Clinton Sweeney motored to Lake Champlain.

### "IT'S NO FUN!"

Ruth Murphy (Boxing Dept.) was operated upon in St. Luke's Hospital, Pittsfield, June 23.

Clarice Coody (Paper Assembly) was operated upon June 24.

Mary Mathews (Mica) has been in the North Adams Hospital for treatment.

### PARTY LIFE

June 29, Yvonne Poggi and Carmella Voghel were hostesses to twelve from the Paper Assembly at a spaghetti supper at Carmella's home. Yvonne made a large birthday cake for Mary Rogge, Helen Searle and Gertrude Gentile.

A shower for Russell and Mary Comeau, in honor of their 10th wedding anniversary, was held June 29th at Nettie Angeli's home. They were presented with a book case and, because it was the Tin Anniversary, each gave them a gift made of tin.



Alvin MARSH	Not employed here	Wedding to be in August
-------------	-------------------	-------------------------

Beatrice PELTIER	Paper Rolling	
------------------	---------------	--

Norman DEVIO	Not employed here	St. Anthony's Church
Alma ZANETT	Pretuner	August 26

Arthur MOLLEUR	D. C. Rolling	Notre Dame Church
Anita MULCAHY	Formerly of D. C. Rolling	August 5, 1939



Robert DAME	Paper Assembly	St. Francis Church
Bertha NORTHUP	Not employed here	June 17

Howard BARTLETT	D. C. Rolling	June 12
Frances TIMOTHY	Not employed here	

Paul PREGENT	Not employed here	St Francis Church
Pearl ROBARE	Paper Assembly	June 30

George DUXBURY	Formerly of P. Assembly	Notre Dame Church
Doris BENOIT	Pretuner	July 11

### ANNIVERSARIES

Mr. and Mrs. Phil PELTIER celebrated their 25th wedding anniversary June 29. Mrs. Peltier is Elizabeth of the Mica Dept. They have one child, Florence, who works during vacations in the Mica Dept.

Mr. and Mrs. Russell COMEAU were married 10 years, July 6th. They have one daughter, Mary. Russell works in the Impregnating Dept. and Mary in the Rolling Dept.

### BIRTHS

A DAUGHTER to Mr. and Mrs. William PELLERIN, June 6 — Father is in D. C. Rolling.

A DAUGHTER to Mr. and Mrs. Henry WINDOVER, June 18 — Mother was in Paper Assembly.

A SON to Mr. and Mrs. Charles THOMPSON, June 27 — Father is in Mica Dept., mother is Virginia of Paper Assembly.

A SON to Mr. and Mrs. Harold BROWN, June 30.

A SON to Mr. and Mrs. Lawrence LALIBERTE, July 4 — Father is of Check Inspection. Mother was Edna Bunting of D. C. Rolling.

A SON to Mr. and Mrs. Charles PROUSE, July 1 — Mother was Henrietta Tourcotte of Paper Test.

The many friends of Charles and Virginia Thompson were very sorry to hear that their baby died June 30th — three days after its birth.



Upper left: Harold Brown of Paper Test. Then we see Theresa Bushika (Chemical Control) with "Jack Dempsey"! To the right is Mials Robson, Charles Dean and Frank Manns watching a ball game at noon. On extreme right side is Fred Potter about to swallow a goldfish! ? ! ? Lower left, on horseback, we see Don Meiklejohn, Jimmie Fitzgerald and Johnny Camadine. Next (at auto races in Indianapolis), Jack O'Leary, Walter Rohane, "Toot" Bergeron and Gene Marceau.



TOP ROW, left to right: First scene, Mr. and Mrs. LeBeau. The bride is the former Nancy Trimarchi of Paper Rolling. Phyllis Bunting of the Sample Dept. (between usher and Mr. LeBeau) was bridesmaid. Center photo, Helene Ray and Walter Gajda, married May 30. Upper right is Mr. and Mrs. Paul Pregent and attendants. Mrs. Pregent is the former Pearl Robare of Paper Assembly. Left to right, Mrs. Pregent, Mr. Pregent, Dennis Pregent and Phyllis Dabrowski (Paper Assembly). This wedding took place June 30.

LOWER ROW, left to right: Margaret O'Leary and George Scarbo, married June 10. Center view is of Zigamond Nazzewski and Faith Hopkins, married June 10. Lower right, Mr. and Mrs. Armond Solari. The bride is the former Frances Kendrick of Paper Test. Little girl is Shirley Scarbo, daughter of Bertha (Paper Test).



Left to right: Billy Pierce, son of John and Laura (Final Test). Beverly Williams, daughter of Busby (D. C. Rolling) and Mabel (Boxing Dept.). Sonny, son of Alex Durant (Lab.) and Gracie, daughter of Fred Powers (Office).

## SOFT BALL

The Sprague softball team is still playing to big scores in the Northern Berkshire Softball League. After taking two on the chin by Andy's Lunch and Sox Tavern (4-1 and 10-5), the boys really got into the groove and defeated the Gas Company, 6-3; the Moose, 15-1; and the Eagles, 14-9. With a few changes in the lineup and the acquisition of a new hurler, the boys are going places and will give the League leaders plenty of trouble. There are ten teams in the League and the Sprague Lads are in the first division (5th place). New uniforms have been provided for the team. The jerseys are black and white with the Sprague trademark on front and the players' nicknames on back! Pants are black with a white stripe running down the outside. The hats are white with black peak and a black "S". They are about the best looking uniforms in the league. Hollywood, take notice!

Batting averages to July 6th are as follows:

	G	AB	R	BH	PCT
Bullett.....	7	21	5	12	.571
Merlini.....	6	20	10	9	.450
H. Gamari.....	10	32	10	13	.406
Scarbo.....	9	32	12	13	.406
Landry.....	11	36	9	14	.388
Dean.....	11	39	10	13	.333
Washburn.....	5	15	3	5	.333
Blanchard.....	11	35	8	10	.285
Russell.....	10	21	5	5	.238
Dufraigne.....	3	9	3	2	.222
Remillard.....	5	10	1	2	.200
Fawcett.....	10	28	3	5	.178
Roy.....	8	18	3	2	.111
Z. Gamari.....	2	1	0	0	.000

NOTE: A picture of the Sprague Team will appear in the next issue.

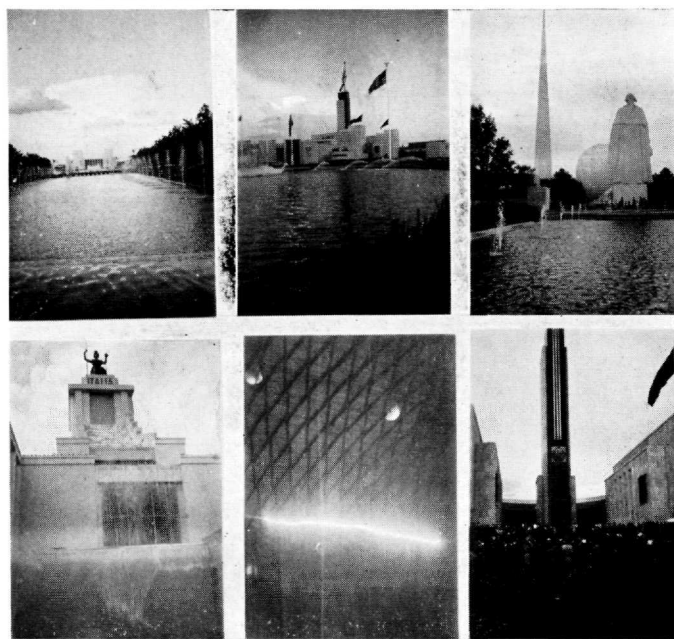
## "UNDER THE OLD PINE TREE"

The Paper Assembly Annex held a hot dog roast June 15th at Windsor Lake. After lunch, swimming was enjoyed.

The Mica Dept. held their annual picnic at Taconic Park in Williamstown, June 17. In the afternoon swimming and a ball game were enjoyed. Most everyone stayed over for the dance that was held in the evening.

A general plant picnic was held at Sunnyside June 24. After lunch games were played and many went in swimming. Walter Carpenter had charge of arrangements.

## A "SPRAGUE-ITE" SNAPS N. Y. WORLD'S FAIR



Top row, left to right: The Lagoon of Nations; the Russian building; one guess and you're right!

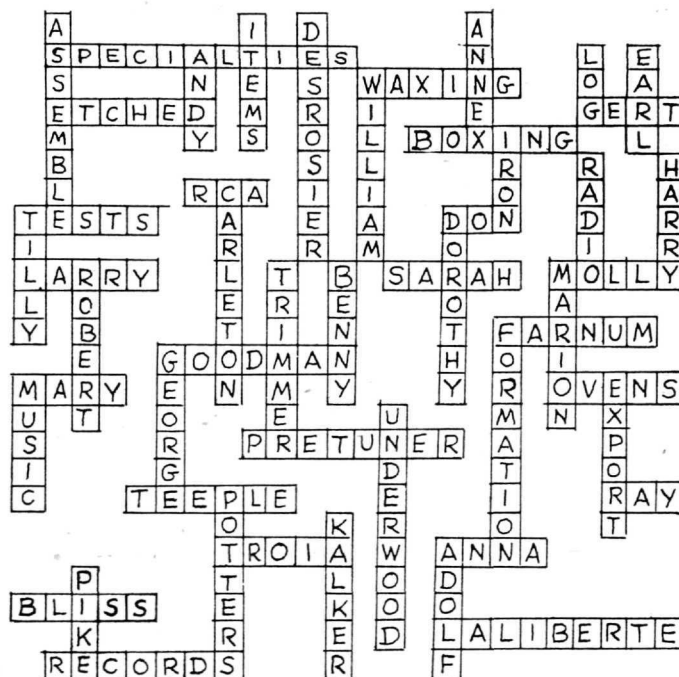
Bottom row, left to right: The Italian building; a rare scene of 10,000,000 volt, man-made lightning (G. E. building); a close-up shot of the Russian building. These excellent little snap-shots were taken by Ralph Boisjolie of the Drafting Dept.

## LAST MONTH'S "GUESS WHO" ANSWERS

The Sprague people shown in the "Guess Who" picture published in the June "Log" were:

1. Robert Sprague
2. George Senecal
3. James McDonough
4. Jack Callahan
5. Leon Pike
6. Carl Perry
7. "Tuffy" Rondeau
8. Melva Heelan — sitting in chair  
Exilda Gibeau — standing

## SOLUTION TO LAST MONTH'S CROSS-WORD PUZZLE



## EMPLOYEES WITH SPRAGUE CO. IN 1930 AND NOW.

Left to right: Front row: "Joe" Garenani, Alice Senecal, "Tony" Burro, "Phil" Fleury, "Tony" Sacco, Evelyn Sacco, Anna Burgess, "Doc" Spila. Second Row: Frank Gregalis, "Gert" Deso, Flora Duquette, Florence LeCuyer, Marie Simon, Irene O'Dell, Rose Tassone, Henry Anderson. Back Row: "Al" Pellerin, Jack Callahan, Walt Wood, "Mac" Filiault, John Mattimore, "Cedo" Remillard, Art Bissailon, Oliver Ledger.